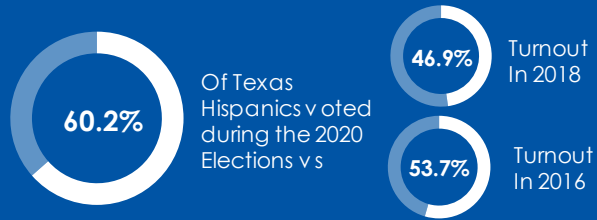


HISPANIC VOTER TURNOUT

Registered Voters



TURNOUT GROWTH

2,458,261

Texas Hispanics voted during the 2020 elections vs.

1,717,480	in 2018
1,834,860	in 2016

EARLY VOTERS & VOTE BY MAIL

In Texas from 2016 to 2020 grew

+62%

 vs. 42% Non-Hispanic

2020 Hispanic EV + VBM: 2,015,515
2016 Hispanic EV + VBM: 1,240,712

YOUNG VOTERS

Turnout Growth Among Hispanic Voters 18-34 from 2018 to 2020

+56%

Texas Hispanic Voter 18-34 Turnout

714,728	vs.	456,946	471,502
2020		2018	2016

+56%

Texas Non-Hispanics voter turnout growth in 2020 vs 2018

HISPANIC VOTERS IN TEXAS ARE ENERGIZED

Total Texas Hispanic voter turnout reached 60.2% in 2020.

Hispanic voter turnout in 2020 was driven by younger voters 18-34.

Growth in number of Hispanic early voters outpaced Non-Hispanics.

SPANISH IS THE LANGUAGE OF ENGAGEMENT FOR HISPANIC VOTERS IN TEXAS

Hispanic voters are most effectively reached and persuaded in-language and in-culture.

Spanish language ads deliver greater message impact.

UNIVISION IS THE GATEWAY TO HISPANIC VOTERS IN TEXAS

Univision is the best connection to reach Hispanic voters with your message.

Our capabilities give campaigns the winning advantage.

CONTACT US AT POLITICAL@UNIVISION.NET





HISPANIC VOTERS IN TEXAS

The New Majority Makers



ABOUT UNIVISION TEXAS

TV and Radio Properties

MARKET			Radio
Houston	KXLN	KFTH	KOVE, KLTN, KAMA, KLAT
Dallas	KUVN	KSTR	KFZO, KLNO, KFLC, KDXX
San Antonio	KWEX	KNIC	KROM, KMYO, KXTN, KBBT, KVBH
Austin	KAKW	KTFO	KLIA, KLQB
McAllen-Harlingen	KNVO	KTFV	KBTQ, KGBT, KGBT-AM
El Paso	KINT	KTFN	
Corpus Christi	KORO	KCRP	
Odessa-Midland	KUPB		
Laredo	KLDO	KETF	
Lubbock	KBZO		
San Angelo	KEUS	KANG	
Victoria	KUNU		

Univision TV stations in Houston, Dallas, El Paso, Odessa-Midland and Laredo each ranked #1 in Total Day, regardless of language, in the May '21 sweep and throughout the state, Univision regularly rank as the #1 Spanish-language station in the market. Univision provides the Hispanic Market with programming and community support, including the best in novelas, live soccer, and top-rated local newscasts.

UniMás broadcasts soccer, reality shows, classic programs and telenovelas, soccer events (including major Mexico and USA matches), Spanish-dubbed Hollywood feature films.

Univision radio stations KLTN in Houston and KVBH in San Antonio both ranked #1, regardless of language, for total week in the most recent quarter, while KLTN in Houston, KLNO in Dallas, KROM in San Antonio and KGBT-FM in McAllen ranked #1 among S-L radio stations for total week.

EXCLUSIVE AUDIENCE



of Univision's A18-49 viewers do not watch any of the major English-language broadcast TV stations in Total Day

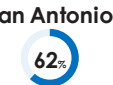
Source: Nielsen Local TV View, May 2021 (04/29/21 - 05/26/21), Total Day: M-Su 6a-2a, Live+SD, Adults 18-49. Based on Only-Only-Both Reach Reports and on the percent of Univision station's average sweep week (Thu-Wed) audience that didn't watch any of EL Big 4 Stations: ABC, CBS, NBC or FOX. Houston, Dallas, San Antonio, Austin DMAs combined.

Houston Dallas



of Univision Radio listeners do not listen to any of the Top English-Language broadcast Radio stations in the market

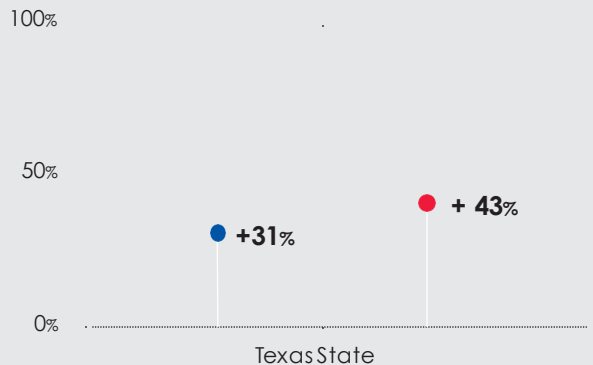
Source: Nielsen Audio, Q4 2020 PPM, Adults 18-49, M-F 6a-7p. Univision Radio vs. average of Top 5 EL Stations in the Market. Duplication based on at least 1 or more hours of listening each week.



GROWTH OF HISPANIC VOTERS IS SIGNIFICANTLY HIGHER THAN NON-HISPANIC

Voter Turnout Growth 2018-2020

● Hispanic
● Non-Hispanic



GROWTH IN REGISTERED VOTERS BY PARTY AFFILIATION

+7%

390,520 Registered Republican in 2020 vs. 366,019 in 2018. (+6% Non-Hispanics)



+20%

Hispanics +21% Non-Hispanics

+12%

3,476,471 Registered Democrat in 2020 vs. 3,095,943 in 2018. (+19% Non-Hispanics)



+47%

Hispanics +41% Non-Hispanics

+8%

215,079 Registered as Ind./Other in 2020 vs. 198,526 in 2018. (+3% Non-Hispanics)



+75%

Hispanics +50% Non-Hispanics



Source: Based on L2'S 2020 Voter Propensity Score